

receiving one of a broadcast transmission and a [or] cablecast transmission that includes an information transmission that includes embedded signals;

demodulating said one of said broadcast transmission and said [or] cablecast transmission to detect said [an] information transmission therein [thereon, said information transmission comprising embedded signals];

detecting said embedded signals [on] in said information transmission;

communicating said [detected] embedded signals to said valve;

detecting, at said valve, valve control signals that are embedded in said embedded signals; [and]

controlling [causing] said valve, in response to said valve control signals, so that said valve performs at least one of the functions of ceasing to communicate [to cease] and commencing to communicate [commence communicating] said embedded signals to said at least one processor [or more processors in response to said valve control signals].

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4. (Amended) A method of communicating at least one valve control signal[s] to a plurality of receiver stations, each receiver station of said plurality of receiver stations having (i) a valve for receiving and [storing or] controlling the communication of [communicating] signals and (ii) at least one processor that processes said signals [or more processors each for processing a signal], said at least one valve control signal controlling said valve so that said valve performs at least one of the

functions of ceasing to communicate said signals and commencing to communicate said signals to said at least one processor, said method comprising the steps of:

- (1) receiving [a broadcast or cablecast] an information transmission [to be transmitted] that contains said at least one valve control signal;
- [(2) receiving said valve control signals which at one of said plurality of receiver stations operate to cause said valve to cease and commence communicating signals to said one or more processors;]
- (2)[(3)] receiving a second control signal which operates at a transmitter station to communicate said at least one valve control signal[s] to a transmitter; and
- (3)[(4)] transmitting said information transmission and said at least one valve control signal in one of a broadcast transmission and a [or] cablecast transmission [comprising said valve control signals] to cause said valve to perform at least one of the functions of ceasing to communicate [cease] and commencing to communicate [commence communicating] said signals to said at least one processor [or more processors].

5. (Amended) A method of communicating at least one valve control signal[s] to a plurality of receiver stations, each receiver station having (i) a valve for receiving and [storing or] controlling the communication of [communicating] signals and (ii) at least one processor that processes said signals [or more processors each for processing a signal], said at least one valve control signal controlling said valve so that said valve performs at least one of the functions of ceasing to communicate said signals

and commencing to communicate said signals to said at least one processor, said
method comprising the steps of:

- (1) receiving [a broadcast or cablecast] at least one information transmission to be transmitted; [and]
- (2) delivering said [broadcast or cablecast] at least one information transmission to a transmitter;
- (3)[(2)] receiving [and storing] said at least one valve control signal[s which at one of said plurality of receiver stations operates to cause said valve to cease and commence communicating signals to said one or more processors]; [and]
- (4) storing said at least one valve control signal;
- (5)[(3)] communicating [causing] said at least one valve control signal[s to be communicated] to [the] said transmitter at a specific time[, thereby to transmit said]; and
- (6) transmitting said at least one information transmission and said at least one valve control signal in one of a broadcast transmission and a [or] cablecast transmission [comprising said valve control signals] to cause said valve to perform at least one of the functions of ceasing to communicate [cease] and commencing to communicate [commence communicating] said signals to said at least one processor [or more processors].

Please add the following new claims:

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The method of claim 1, further comprising the step of communicating said at least one valve control signal from said valve to said at least one processor.

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7. The method of claim 4, further comprising the step of transmitting said signals.

8. The method of claim 5, further comprising the step of transmitting said signals.